

BOARD OF SUPERVISORS

GILA COUNTY, ARIZONA

Date: February 8, 2005

JOSÉ M. SANCHEZ

Chairman

JOHN F. NELSON

Clerk of the Board

TOMMIE C. MARTIN

Vice-Chairman

By: Marilyn Brewer

Deputy Clerk

SHIRLEY L. DAWSON

Member

Gila County Courthouse
Globe, Arizona

PRESENT: José M. Sanchez, Chairman; Tommie C. Martin, Vice-Chairman; Shirley L. Dawson, Member; John F. Nelson, County Manager/Clerk; and, Bryan Chambers, 2nd Chief Deputy County Attorney.

The Gila County Board of Supervisors met in Work Session at 10:00 a.m. this date. John Nelson led the Pledge of Allegiance, and Reverend Lyle Johnston of St. Paul's United Methodist Church delivered the Invocation.

Chairman Sanchez addressed agenda item number 3 at this time due to the large number of employees present to receive Employee Service Awards.

Tiffany Wager, Public Fiduciary, and the Board presented the Employee Service Awards. Five-year service awards were presented to the following employees: Susan Aceves, Robert Bigando, Paul Cruz, Darde de Roulhac, Gary Denton, Lawrence Dorame, Stacey Espinoza, Susan Gerard, Daryl Griffin, Sue Henderson, George Hernandez, Michele Holland, Thomas Homan, James Huber, Karen Johnson, Violetta Johnson, Alberta Lancieri, Chad Langley, Sandra Lautigar, Anthony Lopez, James Mallory, Joann Minchew, Jonathan Ortega, Chadwick Peters, Cathy Phillips, Loretta Puzzi, Deloris Rascon, Michael Sermenio, Delores Stearns, Gary Tamietti, Christina Throop, Keith Van Zile, Anita Zaragoza, and Violetta Johnson. Ten-year service awards were presented to the following employees: Vicki Aguilar, Vivian Allison, Pamela Alvino, Delia

Benavidez, Leona Bowman, Debbie Cameron, George Fishel, Jr., Teresa Griego, Clifford Horn, William Janisch, Celia Kenyon, Irene Mata, John Nelson, Allen Oswalt, Yodona Pennell, Terri Powell, Patricia Taylor Yarger, Donald White, Gail Widner, and Billy Williams. Fifteen-year service awards were presented to the following employees: Ronald Christensen, Evelyn Esparza, John Griffin, Mary Navarro, Gilbert Olivarez, Eloise Price, Daniel Savage, Julia Vasquez, and John Yanez. Twenty-year service awards were presented to the following employees: Gloria Aguirre, Christine Lopez, John Shepherd, and Rex Williams. Twenty-five year service awards were presented to the following employees: Dale Hom and Janice McGann.

At this time, Chairman Sanchez addressed agenda item number 2 and called on Steve Besich, Deputy County Manager, who acknowledged some of the key people in the audience, and then introduced Fred Barcon, President of the Gila County Industrial Development Authority (IDA). Mr. Barcon stated that the IDA looked at several possibilities to expand economic development in southern Gila County. He stated the purpose of today's presentation is to initiate a regional marketing program for the southern portion of Gila County, especially targeted to the larger cities and other states. Mr. Barcon introduced Mr. Alfredo Gutierrez of *Tequida and Gutierrez* and Ms. Athia Hardt of *Hardt and Junck*.. Mr. Gutierrez stated that the strategy developed to market the southern area of Gila County is relatively simple and the "magic" is in the people that have been brought together to execute that strategy. He stated that with the many resources available in southern Gila County, the proposed strategy is to take those resources and create an even greater and extraordinary attraction to both Phoenix and Tucson, since this area is central to both cities. The proposed area would begin at Superior. Mr. Gutierrez advised that Arizona is one of the fastest growing states in the United States. He stated that many people who have grown up in southern Gila County have grown accustomed to the beautiful scenery and are unaware of the numerous attractions to others. He cited the following examples: 1) Winkelman has

become a major area for fossil hunting, which came about when a mountain was cut for a road and fossils were discovered. 2) Devil's Canyon, one of the most beautiful canyons in Arizona, is widely known to hikers and rock climbers; however, it is unknown to many tourists. 3) Local events include the Apache Jii Day, a yearly event which highlights the culture of Native Americans. He advised that in spite of the many exceptional events that occur each year in the area, advertising of these events has been difficult because there are insufficient funds available to print brochures and cover the cost of mailing the brochures. A component of the regional marketing strategy will include the design and maintenance of a website to advertise upcoming events and local attractions. The website will be completed in two phases. The first phase will be directed at attracting tourists and the second phase will focus on the tourist industry. Mr. Gutierrez introduced Ms. Athia Hardt and stated that she is originally from Globe, Arizona, but is here today because she is founder of one of the most influential public relations firms in Arizona and works with conventional visitors' bureaus. He stated the website is step one, and implementing that website will take research. Ms. Hardt presented a brief overview of her personal life growing up in the local area and professional career. Part of that professional experience includes working for the Mayor of the City of Phoenix and during that time Ms. Hardt was involved on a project to market the City of Phoenix. Ms. Hardt established her own company fifteen years ago which includes working with the Greater Phoenix Conventions Bureau. She stated, *"You take an area and build on it, talk about it, and share the experiences of that area with targeted audiences; it's really almost a science and there is a skill to it."* Ms. Hardt and Mr. Gutierrez reviewed some of the proposed research and marketing strategies, summarized as follows: 1) contact tour bus companies operating out of Phoenix and Tucson to see whether the local area could be included on those tour routes; 2) contact local mining companies to determine the possibility of conducting tours of the open pit mines, 3) conduct meetings with members of the local community and with

people residing outside of the local area; 4) tap into various resources such as individuals who are tied into the convention bureaus in an effort to direct more people to the website; 5) monitor the number of people visiting the website, once it is up and running; 6) focus on groups involved in rock climbing, cycling, running and hiking; 7) research the number of sales/purchases of local restaurants and motels; and, 8) provide any written material in both English and Spanish. Mr. Gutierrez introduced Craig Catch, who is the designer of Mr. Gutierrez's commercial website. Mr. Catch provided a PowerPoint presentation showing various areas of the County that could be enhanced which included the following examples: fossil hunting in the Hayden/Winkelman area; river rafting, hiking and climbing in Devil's Canyon and the Pinto Creek area; cycling from Superior to Globe; Apache Jii Day; Miami Boomtown Spree; downtown area of Globe; and, the drive between Globe and Show Low. Mr. Gutierrez concluded the presentation by inviting everyone to view the following websites <http://www.tequida.com/> and <http://www.hardtandjunc.com/>. Mr. Gutierrez stated that because he and Ms. Hardt were born in the local area, they are very passionate about this proposed project. Each Board member briefly commented on the information presented and thanked Mr. Gutierrez and Ms. Hardt for the presentation. Chairman Sanchez added that the Roosevelt Lake area should also be included in the regional marketing program. He called on Dan Adams, a local citizen, to speak. Mr. Adams stated there is a facet of tourism that is being ignored and that would be unlocking the natural resources which is more important than tourism. He proposed initiating programs to explain the many changes that have occurred during the last decade in Arizona which includes a decline the copper mining industry, a decrease in the number of cattle allowed to graze on the Tonto National Forest which used to be 60,000 cattle and is now approximately 6,000 cattle, local forests being ruined by flooding because of poor forest management, etc. Chairman Sanchez stated that the Board cannot make any decisions on this issue at today's work session. He advised that the

Board presently provides monetary contributions to both the Payson Regional Economic Development Corporation and the Globe-Miami Regional Chamber of Commerce and Economic Development Corporation in an effort to promote economic development in all areas of Gila County. Mr. Besich stated: *“With the steering group that the IDA has put together, one thing we need is a certain comfort level. We have two home folks here who are willing to put their professions on the line in order to deliver a product that pays off for our business owners, our home owners and the people in general in this part of the County. As we try this, I hope we’re successful in getting this off the ground. We will keep the Board informed and will come back to the Board with a hard-copy proposal in the fairly near future.”*

Steve Stratton, Public Works Division Director, provided an update on the Access Road Project between the Gila County Courthouse and the Four Amigos property. He presented the Board with maps and handouts, and then gave a PowerPoint presentation on the Courthouse property. Highlights of the presentation are as follows: 1) the new parking lot will provide 100 new parking spaces; 2) the additional space will be open to the public and employees in mid-February; 3) the access road will be completed by County employees, with the exception of the sidewalks; and, 4) to ensure for added safety, new signs are being installed to help direct the flow of traffic, and the front Courthouse exit on the east side will be changed to “right turn only.” Mr. Stratton illustrated changes to the Courthouse entrance from Ash Street; the Courthouse access into the new parking area; direct access to the new parking lot from Ash Street; east/west traffic flow changes; east side changes which include compact parking spaces and one way traffic, as well as the elimination of three parking spaces by the County Attorney’s office; and, east side line of sight which provides parking space for compact vehicles only. Mr. Stratton requested the Board’s consideration of an employee incentive, such as covered parking spaces, to encourage employees to park in the new parking lot. He also stated there will be better traffic control by having one-way traffic in the

front entrance to the Courthouse. Mr. Stratton also stated that two options were looked at for the east exit: 1) moving the curb over, or 2) making it an exit only, which was more cost effective. Mr. Stratton addressed the east exit options with Sheriff Armer, and he concurred with Mr. Stratton because of the safety factor. Chairman Sanchez supported Mr. Stratton's recommendation for covered parking spaces. He inquired if there would be a left turn exit from the new parking lot. Mr. Stratton replied that one of the three exits from the new lot, across from the Express Stop convenience store/gas station, will be a left turn exit. Vice-Chairman Martin questioned the straight striping of the new lot parking spaces as opposed to slanted parking spaces. Mr. Stratton replied that straight striping allows for more parking spaces. Supervisor Dawson stated that she has a problem with the public having to completely circle the Courthouse to park in the spaces at the front of the Courthouse. Mr. Stratton stated that he will look into other options and advise the Board members individually.

John Nelson provided an update on the status of community college services in Gila County. He advised that Gila County and the Gila County Provisional Community College District (GCPCCD) Board of Directors met to discuss a possible settlement of the lawsuit between Gila County, GCPCCD, and Graham County Community College District d/b/a Eastern Arizona College. The Memo of Discussion which lists certain points for a possible settlement of the lawsuit is as follows: 1) all lawsuits will be dismissed; 2) a ten-year agreement will be entered into with Graham County Community College District d/b/a Eastern Arizona College; 3) Eastern Arizona College will commit \$1 million back to Gila County; 4) all assets will be titled to Gila County; and, 5) the Graham County Community College District will provide educational services for Gila County as mutually agreed upon by both parties. Mr. Nelson stated these are Gila County's outlined parameters to resolve the lawsuit, and all parameters will need to be met. At this time, the only parameter not completed is the ten-year agreement. The GCPCCD Board met

last week to discuss how to approach negotiations with Eastern Arizona College and have requested that Mr. Nelson and Steve Besich be on their negotiating team. Mr. Nelson advised that Gila County and the GCPCCD Board are exploring opportunities to provide quality college services to the community, which cannot be determined until the lawsuit has been concluded or settled. Supervisor Dawson stated she attended the GCPCCD Board meeting recently held in Payson and she encouraged an expeditious resolution to this lawsuit. Mr. Nelson stated he believes the contract can be resolved relatively quickly; however, once the contract is in place, developing the catalogs, classes and schedules is very timely. He stated: *"We have been caught scrambling for a provider at the last minute; it does not work and we cannot be caught in that situation again."* Vice-Chairman Martin asked the approximate date the negotiations would commence. Mr. Nelson advised that he will contact Mr. Brent McEuen, Executive Vice-President of Administration, Graham County Community College District, Eastern Arizona College, to schedule a meeting. Vice-Chairman Martin expressed a concern that all involved parties to the lawsuit agree that the students and faculty must be considered first in this contract. She stated, *"I don't want to get into a rush at the last minute at the expense of getting it right the first time."* Mr. Nelson stated that previous contractors for the college did well with dual enrollments, and this is the area an area of concern. Another concern of his is to provide a chemistry class in the Payson area. Supervisor Dawson stated that student enrollment is critical to the survival of Gila County's community colleges. Chairman Sanchez asked whether all requests for information regarding college issues should be directed to Mr. Nelson for a response. Mr. Nelson stated that all requests for information should be forwarded to himself or Janice Cook, Administrative Services Manager, in order to provide accurate information to the public.

At this time each Board member presented a brief summary of current events as allowed by A.R.S. §38-431.02(K). No action was taken on any items that were presented.

There being no further business to come before the Board of Supervisors,
Chairman Sanchez adjourned the meeting at 12:00 p.m.

José M. Sanchez, Chairman

ATTEST:

John F. Nelson, County Manager/Clerk